

REMARKS

Applicants respectfully request further examination and reconsideration in view of the instant response. Claims 1-25 remain pending in the case. Claims 1-25 are rejected. Claims 1, 7, 10, 16 and 20-24 are amended herein. No new matter has been added.

35 U.S.C. §102(e)

Claims 7-9, 20 and 21 stand rejected under 35 U.S.C. §102(e) as being anticipated by United States Patent Application Publication 2002/0059131 A1 by Goodwin et al., hereinafter referred to as the "Goodwin" reference. Applicants have reviewed the cited reference and respectfully submit that the embodiments of the present invention as recited in Claims 7-9, 20 and 21 are not anticipated by Goodwin in view of the following rationale.

Applicants respectfully direct the Examiner to independent Claim 7 that recites that an embodiment of the present invention is directed to (emphasis added):

A method of offering a product for sale based on customer selected conditions, comprising the steps of:  
displaying a plurality of conditions corresponding to the product to the customer, wherein the conditions are customer selectable;  
receiving a set of conditions selected by the customer;  
storing the set of conditions in a memory;  
monitoring the memory to determine whether the conditions can be met, wherein when the conditions are met, the customer may be contacted and offered the product for sale; and

provided the conditions are met, proactively establishing a telephonic interaction between a human agent and the customer.

Independent Claims 20 and 21 recite similar limitations. Claims 8 and 9 that depend from independent Claim 7 provide further recitations of features of the invention.

Goodwin and these embodiments of the claimed invention are very different. Applicants understand Goodwin to teach a method for trading and originating financial products using a computer network without human interaction. In particular, Goodwin teaches a method for wherein financial product information is provided to a potential buyer without establishing a telephonic interaction between a human agent and a customer. The financial product information is provided to a user over a network connection in the form of textual documentation. Notification that financial product information matches the user's criteria is transmitted electronically by a system for trading financial products (see [0147] and system 30 of Figure 3).

In contrast, embodiments of the claimed invention are directed towards a method of offering a product for sale based on customer selected conditions over a telephone interaction between a human agent and the customer. In particular, once a set of customer selected conditions are met, a telephonic interaction between a human agent and the customer is proactively established. As described in the present specification, a human representative

may make a telephone call to a customer, providing for proactive interaction with the customer (page 17, lines 5-22).

Applicants understand Goodwin to teach a method for trading financial products by presenting information over a computer network. As described in Goodwin, the information is presented in a textual or graphical format over the computer network. Furthermore, a notification can be transmitted electronically over a number of means, including email message, web site postings, telephone messages, fax messages, pager message, etc. ([0147]) In contrast, the claimed embodiments of the invention provide a method of offering a product for sale by establishing a telephonic interaction between a human agent and the customer. By communicating over a telephone, a human representative may provide a customer with product information and details, while also offering the ability to answer particular questions and addressing concerns of the customer. A telephonic conversation allows for two-way communication, quickly addressing issues and concerns of the customer. Furthermore, many customers prefer human interaction when purchasing products.

Applicants respectfully assert that Goodwin in particular does not teach, disclose, or suggest a method wherein a telephonic interaction between a human agent and the customer is proactively established, as claimed. In contrast, Goodwin discloses a method for trading financial products by

presenting information concerning the products over a computer network. In particular, the financial product information is presented in the form of textual or graphical information for display on a computer screen or display device connected to the computer network and notification is transmitted electronically over the computer network.

Applicants respectfully assert that nowhere does Goodwin teach, disclose or suggest the present invention as recited in independent Claims 7, 20 and 21, and that this claimed subject matter is thus in a condition for allowance. Therefore, Applicants respectfully submit that Goodwin also does not teach or suggest the additional claimed features of the present invention as recited in Claims 8 and 9 dependant on allowable base Claim 7. Therefore, Applicants respectfully submit that Claims 8 and 9 overcome the rejection under 35 U.S.C. § 102(e), and are in a condition for allowance as being dependent on allowable base claims.

35 U.S.C. §103(a)

Claims 1-6, 10-19 and 22-25 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Goodwin in view of United States Patent Application Publication 2002/0087680 A1 by Cerami et al., hereinafter referred to as the "Cerami" reference. Applicants have reviewed the cited reference and respectfully submit that the present invention as recited in Claims 1-6, 10-19

and 22-25 is not anticipated nor rendered obvious by Goodwin in view of Cerami.

Applicants respectfully direct the Examiner to independent Claim 1 that recites that an embodiment of the present invention is directed to (emphasis added):

A method of addressing problems associated with customer orders, comprising the steps of:  
receiving an order placed by a customer;  
initiating a workflow process to handle the order;  
monitoring the workflow process to detect any problems;  
notifying a human call center agent if a problem occurs during the processing of the order which enables the human call center agent to proactively contact the customer; and  
proactively establishing a telephonic interaction between said human call center agent and the customer in response to the problem.

Independent Claims 10, 16 and 22 recite similar limitations. Claims 2-6 that depend from independent Claim 1, Claims 11-15 that depend from independent Claim 10, Claims 17-19 that depend from independent Claim 16, and Claims 23-25 that depend from independent Claim 22 provide further recitations of the features of the present invention.

The combination of Goodwin and Cerami does not teach a method of addressing problems associated with customer orders comprising proactively establishing a telephonic interaction between a human call center agent and the customer in response to a problem, as claimed. As described above,

Goodwin and the claimed invention are very different. Applicants understand Goodwin to teach a method for trading financial products over a computer network without human interaction. In particular, information pertaining to the financial products is presented in a textual or graphical format on a display device connected to the computer network. Notification that financial product information matches the user's criteria is transmitted electronically by a system for trading financial products (see [0147] and system 30 of Figure 3). In contrast, embodiments of the claimed invention are directed towards proactively establishing a telephone interaction between a human call center agent and the customer in response to the problem.

Applicants respectfully assert that embodiments of the present invention, as claimed, are directed towards a method of addressing problems associated with customer orders comprising proactively establishing a telephonic interaction between a human call center agent and the customer in response to a problem. As pointed out by Examiner Borissov, Goodwin does not teach, describe or suggest notifying a call center agent in response to a problem during the processing of an order. In contrast, Goodwin electronically presents financial product information in response to a request of a potential customer and notifies a customer electronically if matching financial product information is available.

Moreover, the combination of Goodwin and Cerami fails to teach or suggest this claim limitation because Cerami does not overcome the shortcomings of Goodwin. Cerami, alone or in combination with Goodwin, does not show or suggest a method of addressing problems associated with customer orders comprising proactively establishing a telephonic interaction between a human call center agent and the customer in response to a problem, as claimed.

Applicants understand Cerami to teach a method or managing a repair process for a fault between a proactive network repair system and a customer service system using a repair ticketing system. In particular, the ticketing system notifies customer service representatives about a fault in the network so that the customer service representatives can “report known fault problems and repair efforts to customers when they call in” (emphasis added).

Applicants respectfully assert that the method taught by Cerami is reactive, rather than proactive, as the customer service representative reacts to a customer’s call before reporting information to the customer.

In contrast, embodiments of the present invention are directed towards proactively establishing a telephone interaction between a human call center agent and a customer in response to a problem. Cerami does not teach, disclose, or suggest proactively establishing a telephonic interaction between a human call center agent and a customer in response to the problem, as

claimed. On the contrary, Cerami teaches away from such a configuration, as Cerami provides fault information to a customer upon receiving a telephone call. In view of the claim limitation of establishing a telephonic interaction between a human call center agent and a customer in response to the problem not being shown or suggested in Cerami, in combination with the above arguments, Applicants respectfully submit that independent Claims 1, 10, 16 and 22 overcome the cited references and are therefore allowable over the combination of Goodwin and Cerami.

Applicants respectfully assert that nowhere does the combination of Goodwin and Cerami teach, disclose or suggest the present invention as recited in independent Claims 1, 10, 16 and 22, and that these claims are thus in condition for allowance. Therefore, Applicants respectfully submit the combination of Goodwin and Cerami also does not teach or suggest the additional claimed features of the present invention as recited in Claims 2-6 dependant on allowable base Claim 1, Claims 11-15 dependant on allowable base Claim 10, Claims 17-19 dependant on allowable base Claim 16, and Claims 23-25 dependant on allowable base Claim 22. Applicants respectfully submit that Claims 2-6, 11-15, 17-19 and 23-25 overcome the rejection under 35 U.S.C. § 103(a) as these claims are dependent on allowable base claims.

## CONCLUSION

Based on the arguments presented above, Applicants respectfully assert that Claims 1-25 overcome the rejections of record and, therefore, Applicants respectfully solicit allowance of these Claims.

The Examiner is invited to contact Applicants' undersigned representative if the Examiner believes such action would expedite resolution of the present Application.

Respectfully submitted,  
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